Arizona 2-1-1 Phase I Update
Governor's Council on 2-1-1
2-1-1 Community Advisory Committee
Meeting – February 1, 2005

Phase I Progress & Plans
Lisa Dee Meyerson, GITA - 2-1-1 Statewide Program Coordinator

Meeting Goals
- Provide Phase I update.
- Receive Council/Committee feedback.
- Request additional support.

Progress to Date

I&R (Data Acquisition) Contracts Signed	Sept 2004
Development Contract Signed	Sept 2004
Phase I Implementation Kick-off	Mid Oct 2004
JAD Sessions with Phase I Developers	Nov 2004
Web Site & Database Design Approved	Dec 2004
Due Diligence Review of I&R Data	Dec 2004 to Feb 2005
Develop Arizona 2-1-1 Online	Dec 2004 to Feb 2005
Update Data & Prepare for Loading (I&Rs)	Jan 2005 to Feb 2005
Develop Website Content (State)	Jan 2005 to Feb 2005

Key Milestones – Loading & Testing

Data Load from I&Rs	Feb 2005
Beta Version Due	Mid Feb 2005
Testing (System & Functional)	Feb/Mar 2005
Final Version Due	Mid Mar 2005
Data Enhancement	Mar & Apr 2005

Key Milestones - Operations

Outreach	Feb 2005 - ongoing
Finalize Data Maintenance Plans with I&Rs	Mar 2005
Finalize Operational Plan – ER & Main	Mar 2005
System Live for Selected Community Review & Feedback	Apr 1, 2005
Selected Community Review & Feedback	Apr 2005
Public Go-Live	May 1, 2005

Requests for Additional Support

Data Enhancement	Chris Muir, Provider Database Team Lead
System Testing	Perry Yastrov, Technical Development Team Lead
Outreach	DJ Harper, Communication & Outreach Team Lead

Provider Database Updates
Chris Muir, GITA - Team Lead, Provider Database Team

Progress since Last Meeting
- Developed Guided Search & Basic Services modules.
- Identified data enhancements needed: (a) before data acceptance & loading into 2-1-1 system, & (b) after data loading but before system "Go-Live".
- Mapped existing I&R data to planned 2-1-1 database design for loading.
- Identified under-represented communities & subject areas to plan 2-1-1 outreach.

Key Activities - In Process
- Developing Service Summaries (cliff notes of health/human services & emergency response) to be used with Guided Search & Basic Services.
- Creating data entry forms for agency, program & service profiles.
- Translating key content into Spanish – professional translation with State/partner input.
- Developing inclusion/exclusion criteria.

Acknowledgements
- Leslie Anne Williams, Roberto Armijo and their staffs from Information & Referral Services and Community Information & Referral for exceptional support.

Data Review
- Challenges:
  - Convert two I&R call center databases into one public web enabled database.
  - Map data from a 2-tier structure into a 3-tier structure requiring some data modifications.
  - Eliminate duplicate information from 2 regional systems to make a single statewide system.
  - Handle providers consistently in regard to AIRS taxonomy coding.
  - Enhance government information based on move from community based to State run system.
  - Enhance emergency response data because of dual focus of planned system.
- Goal: Enhance State agency & key partner data – Mar & beyond.
- Goal: Enhance local government & underrepresented areas – Apr & beyond.

State Agencies - Data Enhancement
- Letters to all State agencies - mid Feb.
- Agency, program & service forms (& sample completed forms) placed on-line.
- Conduct informational meetings – Feb (dates to follow).
- Request assignment of program staff to enhance your agency's information.
- Goal: Forms completed/returned within 2 weeks of informational meetings.

Inclusion/Exclusion Criteria
- Goal: Define organizations & services to be included/excluded from 2-1-1 database.
- Draft was developed based on review of policies from other States, I&R partners & AIRs.
- Discussed with I&R partners.
- Under discussion by State team: for-profit groups, political/advocacy groups, organizations who only serve ethnic or religious groups, etc.
- Draft to Committee (Feb) – for discussion at next meeting.
- Updated draft to Council (Mar) - for discussion/approval.

System Development Updates
Perry Yastrov, AHCCCS - Team Lead, Technical Development Team Lead

Contract Performance
- AHCCCS has approved the first 3 contract deliverables:
  o Screen Mock-ups
  o Functional Specifications/Requirements Document
  o System Diagram.
- The Project Management team is developing content for the entire 2-1-1 site.
- Terida/VisionLink Consortium will deliver the beta version in mid February.
- The Project Management team is developing test plan & test cases to prepare for beta testing.

Functional Testing – Mid Feb to early Mar
- Goal: Ensure all aspects of the system function as intended.
- Request assignment of technical personnel to assist with functional testing.
- AHCCCS, GITA, OHS & DES have committed staff.
- Two more agencies are needed.
- Requested commitment – 20 hours over three week period.

Qualitative Testing – Late Feb to mid Mar
- Goal: To ensure information returned from all searches match search criteria and are useful.
- There are 7 different types of searches, each with multiple search options, being developed for Arizona 2-1-1 Online. [Note: One of the searches (Advanced Search) allows searching on any combination of ten search criteria.]
- Testers will conduct pre-defined test searches and report results.
- Testers will also develop their own searches and report on system usefulness.
- AHCCCS, DES, GITA, GOCYF, OHS and I&R partners have committed staff.
- We would like several members of the Community Advisory Committee (CAC) to participate.
- We will send a follow-up e-mail; Requested commitment – 10 hours over two week period.

Selected Community Review & Feedback – Apr
- Review by selected representatives from intended users: caseworkers, health service professionals, public safety personnel, librarians in rural locales, members of the public, etc.
- Request they use real-life situations and provide feedback as to the system's effectiveness.
- State is currently developing feedback surveys.
- We will send a follow-up e-mail to CAC requesting recommendations for persons to participate.
- Requested commitment: 10 hours over two week period.

Operations Plan Development
- An operational plan is being developed for the 2-1-1 system's operation.
- Kaaren-Lyn Morton, AHCCCS is leading this effort.

Emergency Response Updates
Lauran Wikle, OHS - Team Lead, Emergency Response Team

Progress since Last Meeting
 - Designed emergency response (ER) sections of the system.
 - Developed content for ER portions of the system.
 - Performed analysis of existing emergency resources data.

2-1-1 Emergency Bulletins System Administration
 - Created 1st Draft of 2-1-1 Emergency Bulletins System Standard Operating Procedures (SOP)
 - Developed by OHS based on ER team discussions.
 - ER team is reviewing draft SOP & providing feedback before February team meeting.
 - SOP addresses:
   - System administration and authorizations (g*atekeeper responsibilities & procedures*)
   - State & VOAD agencies authority to disseminate emergency information *(builds upon existing internal agency polices*)
   - System activation criteria and procedures for emergency alerts and bulletins
   - Procedures for agencies requesting system usage and posting content on the system
   - Posting priorities for single or multiple incidents and multi-jurisdictional incidents
   - Ongoing system administration, operations and training
 - Emergency Response team will finalize the SOP and submit to the CAC for comment.

Acknowledgements
 - Salvation Army & Red Cross – our valued community partners – for serving on this Emergency Response Task Force & providing excellent input and advice.

ER Team Plans
 - Beta test emergency response functionality.
 - Determine State agency to provide ongoing 2-1-1 emergency system administration.
 - Attend training to learn posting and updates to public alerts on Arizona 2-1-1 Online.
 - Enhance and add new database profiles for emergency response organizations.
 - Post bulletins before system "Go-Live" regarding emergency preparedness, existing threats and emergencies impacting the State.
 - Assist with outreach efforts to the emergency response community.

Communication & Outreach Updates
DJ Harper, GITA - Team Lead, Communication & Outreach Team

Highlights since Last Meeting
- Providing feedback to other teams to ensure system is user friendly.
- Branding: Arizona 2-1-1 Online.
- Development of message, presentations & fact sheets.
- Draft 2-1-1 Outreach Plan will be forwarded to CAC this week.

Outreach Strategy
- We will be setting up meetings in Phoenix and Tucson with members of CAC to review the outreach plan in detail and solicit their input and advice.
- Target Groups:
  o Underrepresented communities - rural counties, tribal nations, local governments.
  o Urban areas - involve CAC members and other community leaders in outreach efforts.
  o Volunteer organizations – initial meeting scheduled for Feb 23rd to get feedback and plan outreach.
  o Public safety community – plan to use Homeland Security Regional Councils and to rely on ER team.
  o Key subject areas – homeless providers, elderly services, health care providers, emergency responders, etc.

Earned & Paid Media
- Plan to deploy the following, subject to available funds:
  o Earned Media - announcements, media interviews, Op Ed, etc.
  o Paid Media – Radio, print, mail, television, etc.
  o Other - Newsletter inserts, web links, etc.
- Plan to approach several foundations for funding for these efforts.
- Need support to identify & secure source of funds.